

Unit – 5

Travel and Tourism

Travel agent's nightmare

Fun warm up activity. [Pair Work] First pair to answer correctly should explain their reasoning on the board after all the students have had five minutes to puzzle it out.

A.1 Athithi Devo Bhava:

- I.
 - a) varied
 - b) immense
 - c) great
- II.
 - a) Bustling haats to swanky malls
 - b) Nuclear families- joint families
 - c) Ayurveda and modern medical tourism
- III.
 - a) Honouring guest is honouring God
 - b) Cheerful attitude
 - c) Athithi Devo Bhava- guest is God
- IV.
 - a) Athithi Devo Bhava
 - b) tap the full potential of tourism in India
 - c) tourism and in turn- India's economic growth
 - d) our rich heritage, culture, cleanliness and warm hospitality
 - e) responsibility towards tourists

A.2 The students may be asked to explore the contents of the websites and then discuss in class.

A.3 Advertisement- The students may be briefed on a few tips on writing an effective advertisement- box visuals-colour-use of different fonts- use of bullet points only- no complete sentences- slogans or captions.

A few advertisements of dream destinations from the magazines may be shown to the students in class.

A.4 Details of the Athithi Devo Bhava Programme

- A.5 1. The students may be asked to list the factors and then give reasons mistreatment of cheating, rude treatment of tourists
- a. Cleanliness

- b. Traffic
 - c. Safety Concerns
 - d. Attitude of people
 - e. Pollution
 - f. Lack of good hotels and availability of varied cuisine near some tourist centres
 - g. Poor maintenance of heritage sites
2. Article- The two sides of the tourism industry. Article format-heading-byline-content-coder to be kept in mind.
 3. Road Show- The students must be given sufficient time to plan and present this in groups. A variety of activities may be taken up for this as suggested.

B. ECO TOURISM

- B.3 The activity may be conducted following the guidelines given

Hints on responsible behaviour as tourists:

1. Travel light
 2. Do not use or carry combustible materials
 3. Minimal use of energy
 4. Good waste management
 5. Preservation and protection of nature and heritage monuments
- B.4 Informal letter- format- your address- date- salutation-content-leave taking-signature
- The content of the letter may be based on the inputs given about personality traits, eligibility- how your friend fits the description and the placements and prospects.

- B.5 NOTICE

Format

Greenland School, New Delhi

NOTICE

Date

Caption/Heading

Content- in third person- Date, Time and Venue

For further details contact:

Sign/Name

(Designation)

The Emerald Islands

C.1 Read the passage

C.2 Paragraph Numbers

- Get to know the Emerald Islands
- Links with freedom struggle
- Indigenous population and settlers
- Life of Harmony
- Sea sports, farms and temples
- Southern Paradise
- Flora and fauna
- Showcasing the culture and spirit of Andaman and Nicobar Islands

C.3

- mangrove
- topography
- archipelago
- cluster
- meandering
- languish
- fauna
- snorkeling
- penal settlement
- aboriginal

C.4 Mindmap: Floating Splendour (Based on reading of the passage)

Introduction

Origin of name- from Hanuman who was known to the Malays as Handuman

Location- east of Indian mainland

Length- 700 km North-South

Topography- hilly with green forests, sandy beaches

Tourist Attractions- trekking, island camping

Link with Freedom Movement

- Cellular Jail
- 10th May 1857- Sepoy Mutiny- revolutionaries sent to Andamans-leading figures were sent here

People

- Great Andamanese, Onges, Jarawas
- Sentinatese- All of Negrito Origin- Nicobarese-Shompens-Mongoloid stock
- Moplas-refugees from East Pakistan, Burma- Ex-servicemen and Ceylon

Harmonious life

- Faiths- Hindus, Muslims, Christians, Sikhs
- Languages- Hindi, Bengali, Malayalam, Tamil, Telugu, Punjabi, Nicobari

MGM NATIONAL PARK

- Wandoor- 29 km from Port Blair
- Covers 281.5 sq km of open sea creeks
- 15 small and large islands
- Offers views of rare corals and underwater marine life

South Andaman

- ChidiyaTapu- lush green mangroves, birds
- Collinpur- beautiful sandy beach with shallow waters
- Madhuban- trekking area, north east of South Andaman- birds, animals, butterflies, elephants
- Mt. Harriet- An ideal place for a bird's eye view of the outer islands and the sea.

Flora and Fauna

- Fauna- Giant Robber Crab, long tailed monkeys, Nicobaresa, pigeons, megapode-a rare bird
- Flora- Coconut palm, casuarina, pandanus

Tourism Festival

- Organized by- Andaman and Nicobar administration
- When- annually in December-January
- Highlights - cultural performances, water sports competitions, Nicobari Hodi race, Canoe race, Scuba diving

C.5 Based on the mindmap, the two can play the parts. Dr. Varun asks the questions and Maiguru replies. Both should be thorough with their scripts so that the dialogue is meaningful and fluent.

C.6 Dr Varun writes an e-mail to his sister Ishita

Date:

From:
To:
Subject:
Content
Sign

Dr Varun's email describes the wonders of Andaman and Nicobar Islands.

Sister Ishita's response must contain observations about things in Varun's mail that impressed her and how she wishes she was there with him- She would surely visit Andaman at the next available opportunity.

C.7 Itinerary for a class X trip to Andaman and Nicobar Islands

25th December

26th December morning- Trip around the Island

Afternoon- Cellular Jail

27th December afternoon- Japanese temple, Garden and Bunker Sippighat farm

28th December afternoon- Watch enchanting sunset from forest guest house on top of a hillock

evening- Back to the hotel to relax

29th December morning- Visit to Collinpur beach and to Madhuban for a short trek
evening- Bonfire and dancing at hotel

30th December morning- Visit to Mount Harriet
evening- Shopping nearby

31st December- Leave around 10 am by road to Baratang to see the Mud Volcano and limestone caves

1st January Morning- To Katchal to view the first sunrise of the new millennium on 1st January 2000. Then a visit to the beaches at East Bay, Jhula and West Bay.

C.8 Read the tourist brochure.

C.9 Tourist brochure should be colourful, informative and attractive. It must provide all the information a tourist might want to know about a place before he/she comes there and also during the stay, the inputs given can be followed.

C.10 The teacher reads out Harsh Mirza's vacation plan- slowly and clearly from the reading text given in the annexures. The students fill in the information in the

blanks. The answers are then corrected by orally eliciting the answers in class.

- Allahabad to Shimla
- Delhi
- spring
- Jakhu Hill
- 2 km
- highest peak, panoramic
- Flavours of coffee
- State museum at Shimla
- Kamna devi temple, Tara devi temple, Kali Bari temple and Christ Church

C.11 Punctuation

On a spring evening, some years ago, while living in Mumbai, I decided to take in a musical where I heard Lakshya Kumar sing for the first time. I was enthralled. I believed I had discovered the next Kishore Kumar. Yet, disappointed by the sparse audience, I decided to write an article to help promote him. Struggling to contain my excitement, the next day I phoned the theatre where he was performing and unabashedly acted like a professional writer, “May I speak with Lakshya Kumar?” “Please, just one moment,” replied the person at the other end.

“Hello! this is Lakshya Kumar,” answered a deep voice at the other end. “Who is speaking?”

My trembling hands dropped the receiver and I seemed to have lost my voice.

I heard the phone being disconnected on the other end.

What an end to my grand plans!

D. Promoting Tourism

- What is tourism?

Visiting different places for various reasons

- Why do tourists visit a place?

1. To see heritage sites
2. For eco- tourism
3. For a change of scene
4. To relax
5. Medical treatments- medical tourism

Do Indian tourists and foreign tourists visit places for the same reasons? Yes

D.1 The new tourist is Indian (Reading of the Article)

- D.2.
1. Malaysia and China entered the international tourism market years after we did. In 2009, Malaysia was ranked 9th and had 23.6 million foreign tourists. China was ranked 4th and had 50.9 million visitors.
India is not in the first 10 ranks and has only 5.1 million tourists.
 2. Indians want to travel within the country and also go abroad. Not many foreigners want to come here because of lack of infrastructure, no proper connectivity, few good hotels, safety issues and very few multi-lingual guides.
 3. rosy view of the future – have been courting the wrong tourist.
 4. Assessed the line between the assumed needs of foreign tourists and of our domestic ones. Golden Chariot tourist train designed for foreigners does shorter Jewel of the South tour for upper middle class Indians. Created no-frills jungle camps and trails for younger clientele.
 5. Kerala tourism campaign was for foreign market- Now 60% international and 40% domestic allocation of resources done accordingly- not dependent on fickle overseas markets.
 6. Outflow of tourists and rupees will diminish if we attract the domestic tourist too.
This can be done by improving the infrastructure such as roads, airports and hygiene.
 7. We have to begin by attracting our own tourists first and then foreigners will follow.
- D.3
1. Revamp
 2. Woo
 3. Trickling in
 4. Well-heeled
 5. Affable
 6. Sybaritic
- D.4 Letter from the Minister of Tourism to be read.
- D.5 Infer the trends in tourism given in this section from the graph and bar graph given.
The students are divided into groups of four and asked to study the graphs.

1. The general trend is that the number of tourists visiting Palwal Pradesh has shown an upward trend- Increase in numbers
2. Indian tourists have increased from 30000 five years ago to 50000 this year. Foreign tourists have increased from 40000 5 years ago to 1 lakh this year.
3. Natural beauty, good infrastructure, roads, hotels, friendly people, safe place, reasonable rates.

Accommodation preferences

- Indian tourists- Guest houses
- Foreign tourists- 4 to 5 star hotels
- Affordability, proximity

Types of Accommodation

1. The financial column shows occupancy rates in %. It is important as it shows how popular or preferred a type of accommodation is among tourists.
2. Five star hotels are much bigger and hence have more beds.
3. 4 star hotels and youth hostels

D.6/D.7

Report to be written in the format given in the MCB.

Heading: Trends in Tourism in Palwal Pradesh in the last 5 years.

Introduction(as given)

1. Current trends- heartening picture. Origin of tourists. Summarize answers to questions 1-3 under Figure 1
- 1.2 Accommodation (Information available above)
2. Origin of tourists- both Indian and foreign tourists will be considered. Given the present trend, members can be doubled for both in the next ten years.
3. Need at least 3 more 5 star hotels and about 10 more youth hostels. Double the number of 4 star hotels too. 3 star hotels can improve their services to enhance occupancy rates.
- 3.1 other means of attracting tourists
 - give healthy discounts
 - offer different cuisines

- top priority to cleanliness, sanitation and hygiene
- availability of good local guides
- effective law enforcement with no crimes

4. Conclusion

5. Positive trend will continue and all measures are to be undertaken. Palwal Pradesh will be the top choice as a tourist destination for both Indian and foreign tourists and for the rich as well as the middle class.

SIGN

Name

Director of Tourism

D.8/D.9

To be used during writing and after completion of the report respectively.

NATIONAL INTEGRATION

(SUMMARY)

SECTION	In this UNIT you will develop your			
	READING SKILLS	WRITING SKILLS	SPEAKING SKILLS	LISTENING SKILLS
Introduction	<ul style="list-style-type: none"> Using a reading text as a trigger for discussion 	<ul style="list-style-type: none"> Making short notes. 	<ul style="list-style-type: none"> Narrating incidents and events. 	
(A) Unity in Diversity	<ul style="list-style-type: none"> Retrieving and synthesizing information from a range of material. 	<ul style="list-style-type: none"> Transcoding information into a grid. Writing captions 	<ul style="list-style-type: none"> Presenting conclusions clearly and logically. 	<ul style="list-style-type: none"> Listening to narratives and using the information gathered to identify states/ regions.
(B) Challenges to National Integration.	<ul style="list-style-type: none"> Local and global comprehension of a poem. Identifying the main points of a text. Deducing the meaning of unfamiliar lexical items. Interpreting and evaluating ideas. 	<ul style="list-style-type: none"> Writing a diary entry. Writing a letter to the editor Designing a stamp. 	<ul style="list-style-type: none"> Presenting an oral report on a SWOT analysis effectively. Role Play: Participating in spontaneous spoken discourse. Taking active part in a group discussion 	<ul style="list-style-type: none"> Words related to features of a region.
				<ul style="list-style-type: none"> Words and phrases that enhance the power of expression.

SECTION	In this UNIT you will develop your				
	READING SKILLS	WRITING SKILLS	SPEAKING SKILLS	LISTENING SKILLS	VOCABULARY
(C) Spirit of Unity		<ul style="list-style-type: none"> • Making a power point presentation. • Writing a film review. 	<ul style="list-style-type: none"> • Taking active part in a group discussion 		<ul style="list-style-type: none"> • Words used in film reviews.
(D) Mile Sur Mera Tumhara	<ul style="list-style-type: none"> • Synthesising information from a range of material. 	<ul style="list-style-type: none"> • Writing slogans 	<ul style="list-style-type: none"> • Making a musical presentation 		<p>----</p>